RJ REYNOLDS
TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 5, 1998

RJR Account #«SIS»
«NAME»
«ACCOUNT»

FEBRUARY: DORAL B1G1F / PROMOTION #800018

Dear «GREETING»:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as «SKUS» skus of B1G1F Displays (Item #536645) to pack and ship this promotion to your participating retail accounts. «COmm—TS»

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Light	12300-24960	«STYLE1»
Light 100	12300-24961	«STYLE1»
Light Men 100	12300-24963	«STYLE1»
FF 100	12300-24962	«STYLE2»

DISPLAY DETAIL (#536645)
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS
EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

«PO»
Product / Display Arrival: January «SHIPDATE», 1998
Ship Date to Retail: Week of: February 9, 1998
SKU CUBE: 0.4965
SKU WT (w/o Product):   1.1700 lbs
Retail Sales Offer per Sku: 20 Offers
Billing per Sku: 2 Savings Cartons
EFT $ Amount: $«EFT»

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B1G1F
«ACCOUNT»

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER
LIST.

DISPLAY LOAD:
*4 CARTONS; ONE CARTON EACH STYLE: DORAL LIGHT / LT 100 / LT MEN 100 / FF 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you
$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This
equates to $«PYMT» («CASES» (12M) case(s) @ $14.00). Payment will be made as soon as
possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: «CC»
      L. E. MacWilliams

Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

| Note to RJR Manager: |
| Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account. |

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